



USDA Weekly Retail Turkey Feature Activity

Fri. Apr 07, 2006

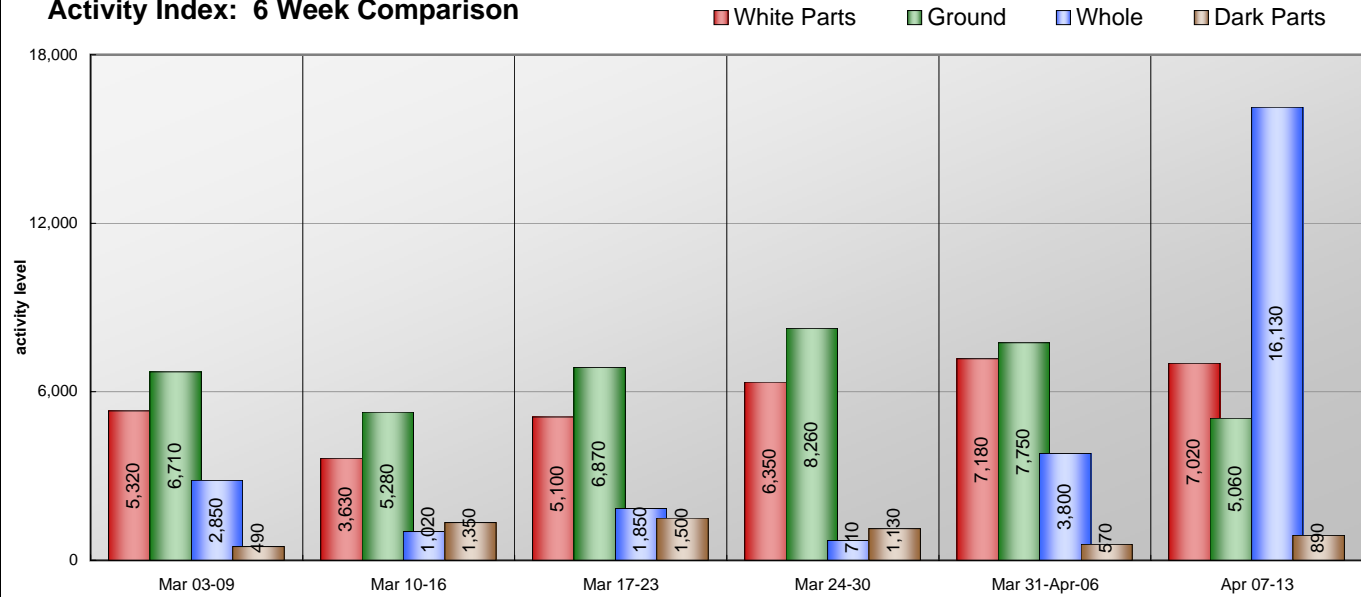
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/07 thru 04/13.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	52.2% of 17,000 outlets		56.1% of 17,000 outlets	
Special Rate 4/	10.3%		7.7%	
Activity Index 2/	29,100		19,300	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	5,040	1.18		
" - Toms	4,900	1.19		
Frozen - Hens	3,070	0.89	1,890	0.92
" - Toms	3,120	0.89	1,910	0.92
PARTS:				
Breast:				
Bone-in, whole				
Fresh	2,510	1.91	1,020	2.07
Frozen	2,070	1.66	1,720	1.33
Hotel Style				
Fresh				
Frozen	880	1.79		
Split, bone-in				
Fresh			770	2.21
Rotisserie	570	6.00	950	5.81
Boneless, whole				
	60	3.39	230	3.56
Cutlets				
	630	4.01	920	4.23
Strips				
	90	4.54	280	3.64
Tenders				
	210	3.94	1,290	3.79
Drumsticks				
	420	1.37	130	1.43
Thighs				
			130	1.57
Wings				
	420	1.37	150	1.08
Necks				
Smoked Drumsticks	50	1.23	70	1.43
Smoked Wings			50	0.99
Smoked Necks			40	1.39
GROUND TURKEY:				
Patties	5,060	2.35	7,750	2.66
Sausage	490	2.61	620	2.54
85% lean	1,160	2.40	1,780	2.28
93% lean	1,000	1.52	910	1.82
Breast	1,810	2.19	2,240	2.24
	600	3.96	2,200	3.79

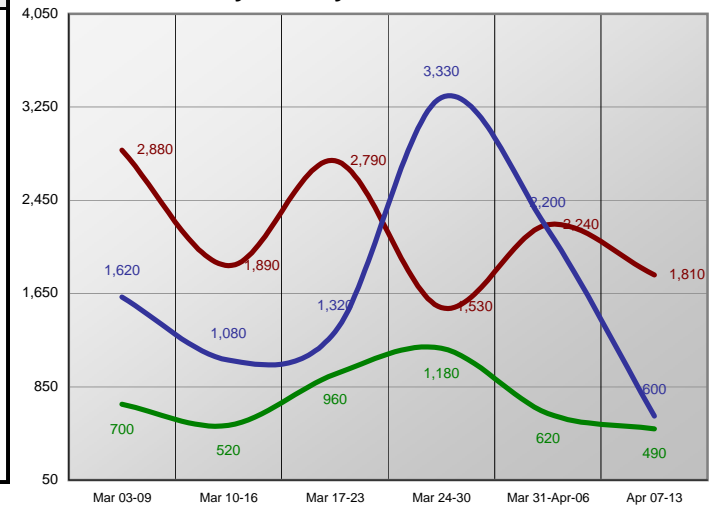
Activity Index: 6 Week Comparison



Turkey Featuring - 04/07 thru 04/13

Feature activity for turkey is sharply higher this week as Easter and Passover approach with most promotional activity occurring in the Eastern and Central U.S. Whole bird and breast promotions have begun in earnest, particularly for chains with ad cycles running late into next week, with the remaining chains expected to launch their promotions in the next few days. Average ad prices for whole birds are more attractively priced than in recent weeks and are on a par with those of the last big promotion period over Christmas. Breast parts are being featured less in lieu of whole breasts. Ground turkey continues to enjoy promotional activity but at lower average ad prices. Ad space this week is dominated by ham selections with whole bird offerings being limited to one to two brands at most.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



USDA Weekly Retail Turkey Feature Activity

Fri. Apr 07, 2006

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 04/07 thru 04/13.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	65.2% of 7,900 sampled outlets 18.4% of stores w/ no-price promotions Activity Index = 20,770			50.6% of 5,200 sampled outlets 5.6% of stores w/ no-price promotions Activity Index = 6,170			27.7% of 3,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 2,160		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens	0.89 - 1.39	4,060 1.19		0.99 - 1.39	930 1.16		0.99 - 1.39	50 1.07	
" - Toms	0.99 - 1.39	3,920 1.19		0.99 - 1.39	930 1.16		0.99 - 1.39	50 1.07	
Frozen - Hens	0.79 - 1.29	2,380 0.89		0.68 - 1.19	650 0.88		0.99	40 0.99	
" - Toms	0.79 - 1.29	2,320 0.88		0.68 - 1.39	670 0.89		0.99 - 1.00	130 1.00	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.29 - 2.59	2,240 1.96		0.99 - 2.59	260 1.45		2.29	10 2.29	
Frozen	0.99 - 2.49	1,270 1.80		0.88 - 1.89	600 1.36		1.49 - 1.79	200 1.71	
Hotel Style									
Fresh									
Frozen	1.79	840 1.79		1.79	40 1.79				
Split, bone-in									
Fresh									
Rotisserie	4.99 - 7.99	430 5.85		4.99 - 7.99	50 5.44		6.99	90 6.99	
Boneless, whole	3.39	60 3.39							
Cutlets	3.39 - 3.99	380 3.88		3.99 - 4.54	240 4.22		3.63	10 3.63	
Strips							4.54	90 4.54	
Tenders				3.29 - 3.99	110 3.90		3.99	100 3.99	
Drumsticks	1.39	380 1.39		1.19	40 1.19				
Thighs									
Wings	1.39	380 1.39		1.19	40 1.19				
Necks									
Smoked Drumsticks	1.39	30 1.39		0.99	20 0.99				
Smoked Wings									
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.99	330 2.66		2.50	40 2.50		2.50	120 2.50	
Sausage	1.99 - 3.00	630 2.34		2.40 - 2.49	240 2.40		2.46 - 2.84	290 2.50	
85% lean	0.99 - 1.69	280 1.38		0.99 - 1.89	450 1.44		1.49 - 1.89	270 1.79	
93% lean	1.99 - 2.59	620 2.24		1.69 - 2.40	620 1.93		2.40 - 2.80	570 2.42	
Breast	3.49 - 3.99	220 3.95		3.99	240 3.99		3.27 - 3.99	140 3.92	

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

2 of 2